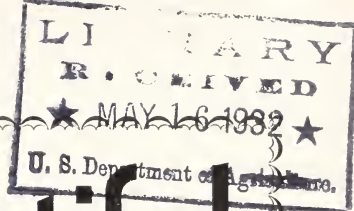


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Do not assume content reflects current scientific knowledge, policies, or practices.



Bancroft's Beautiful

1932 Flowers 1932



PETUNIAS

Next to Geraniums—we consider the Petunia the most satisfactory of all window box and bedding plants, also for cemetery planting. They are always in bloom, and stand all kinds of weather, and they are most reasonable in price. See page eleven for prices.



This Is a Catalog of Dependable Things

The time is past when people will depend on Radio and general catalog houses for plants of quality. Buy of a house who grow what they sell and give your orders personal attention.

We do not sacrifice quality for price. You cannot get something for nothing. Service means quality of goods plus the ability to care for your orders in such a manner that you will come again. Our rapidly growing trade is with the class of people who are willing to pay a reasonable price for merchandise of quality. We do business on this principle—one good plant that grows and blooms is worth a half dozen that are grown so crowded and weak that they never make a good plant, no matter how you pet and fuss with them. Any order that does not prove satisfactory in every way we are ready and glad to make right—if proper claim is made within a reasonable time after time of shipment.

ERRORS: If goods received are not as expected compare with order, read Catalog carefully, and if we are in the wrong, write us at once. Every just complaint will have immediate attention.

REMIT by bank draft, express order, post office order or registered letter. **If personal checks are sent add 5 cents for exchange.**

TO RESPONSIBLE PARTIES goods will be sent on approval.

PLANTS BY EXPRESS. Have your plants, shrubs, etc., sent by express when you can possibly do so. We guarantee safe arrival of all goods by express.

NOTICE, Plants by Mail. Add 10c per dollar on all orders for plants to go by mail. Prices given in this catalog are not prepaid. Postage or express is to be paid by purchaser. All large plants must be sent by express.

JOSEPH BANCROFT & SON

Lock Box 35

Cedar Falls, Iowa

Phone 44

CUT FLOWERS

WE ARE CUT FLOWER GROWERS—NOT DEALERS. COME AND VISIT OUR GREENHOUSES WHEN IN THIS LOCALITY

In design work and loose cut flowers we are better than ever prepared to care for your wants. With 65,000 feet of glass devoted to flowers, our excellent facilities for storing and shipping, we are sure that you cannot do better elsewhere. We carry on hand the largest stock of seasonable cut flowers in Central Iowa, even in the largest cities few firms carry the stock that we do. Frequently persons are undecided what to order and at such times you may leave the selection to us, stating what you wish to use them for and the price you wish to pay.

WHEN TO ORDER. Give us as much time as possible. Do not be afraid to order even a week or two

ahead. You are sure of getting just what you want. Where an order is not sent in until the last thing, we sometimes have to substitute either in kind or color of flower wanted.

HOW TO ORDER. All customers will please notice that orders for early morning shipment must be in the night before. Our Post Office closes at 7 p. m. If you are not sure that your order will reach us before that time, it is safer to wire us. Telephone messages can be sent after 8 p. m. at considerable reduction. It is always best to telephone or telegraph your order when time is limited, as you are then sure of reaching us on time. **Don't trust the mails;** trains are often late and we often do not receive orders on time.

SUNDAY AND HOLIDAY MAIL. If your order is sent by mail for next A. M. shipment, be sure to affix a special delivery stamp if letter is liable to reach here on Sunday or holiday, as we do not receive all of our mail until day following.

FLOWERS BY EXPRESS. All cut flowers, designs, etc., packed to carry long distance safely, either winter or summer.

FLOWERS BY MAIL. On request we often send small boxes of loose cut-flowers by mail, as a rule they reach their destination all right, especially carnations, but much prefer sending by express, as flowers carry better. If orders are to go by mail, add 35c postage which includes special delivery stamp. We positively will not be responsible for time of delivery or for flowers freezing in transit by mail.

TERMS AND CONDITIONS. Cut flowers are strictly cash, and payments must be made immediately on receipt of flowers. We seldom send C. O. D. It often embarrasses those who buy, and it is a needless expense.

COMPLAINTS to be allowed should be made immediately on receipt of flowers. We stand ready always to make any wrong right.

RESPONSIBILITY. While we exercise the greatest care to have all flowers reach their destination on time, and will not ship unless we are reasonably sure they will reach you on time, we positively will not be responsible for delays in trains, wrecks or express agents' negligence. **Should your flowers reach you too late, accept them under protest, do the best you can with them. If for a funeral, lay them on the grave, we will share the loss with you and take care of any claim against express company.**

OUR SHIPPING FACILITIES. The fact that the great harvester companies have their general agencies in this city is in itself a sufficient guarantee that there are none better in Northern Iowa.



FLOWERS FOR THE HOUSE THE SEASON THROUGH

MOTHER'S DAY

CARNATIONS. Assorted colors only, and our selection of color, \$1.50 per dozen. Purchaser's selection of color, \$2.00 per dozen.

ROSES. \$2.00, \$3.00 per dozen. Short \$1.50 dozen.

SPECIAL NOTICE. All carnation orders for Mother's Day are taken by us with the distinct understanding that part Roses may be substituted for carnations if necessary.

Send for special list ready May 1st.

EASTER

ROSES. In finest assortment. \$2.00, \$3.00, \$4.00, per dozen.

CARNATIONS. \$1.50 per dozen.

LILIES. \$1.00 per dozen.

CALLA LILIES. \$1.00 per dozen.

DAFFODILS. \$1.50 per dozen.

TULIPS. \$1.50 per dozen.

SNAPDRAGON. \$2.00 per dozen.

Send for special Easter list.

DECORATION DAY

One of the hardest days of the year to supply the demand. If the weather is hot and damp, it is a time of poor quality. We shall endeavor to bill all stock at most reasonable prices, according to quality. Prices from May 28th to June 1st will be about as follows:

CARNATIONS, assorted colors only and our selection, \$1.50 per dozen. Purchaser's selection of color, \$2.00 per dozen. **ROSES,** assorted colors purchaser's selection of color, \$2.00 per dozen, extra fancy \$3.00 per dozen.

JASMINE, 60c per dozen, \$4.00 per 100; **GLADIOLI** \$3.00 and \$4.00 per dozen; **SNAPDRAGON** \$1.50 and \$2.00 per dozen; **LILIES** \$3.00 per dozen. Count of lilies includes buds.

Send for special list.

Have you a friend you would love to remember, then say it with flowers, the most beautiful of remembrances. Our assorted boxes, \$2.00 and up, are very appropriate—say when they should reach destination.

You enjoy having flowers in the home and having them on the table when you have a few friends in; why not have them oftener? Part of the year you cannot grow them, but we make it easy for you to have them whenever you like, at a small cost. **Our \$1.25 and \$2 boxes of cut flowers sent prepaid anywhere are always suitable whatever the occasion.**

For the home, a party, for a birthday, or for a sick friend. Just mail us your card and with the address of the person who is to receive it, and we will do the rest. We know you will be pleased.

SPECIAL BIRTHDAY BOXES

To enable our customers to order flowers quickly and to assure them of absolute satisfaction in the selection we are offering a "Birthday Special" box of flowers. They are filled with assorted seasonable flowers of our selection and each box contains extra values. The flowers will be choice, selected for their beauty, their freshness and their long-lasting qualities.

\$2.00, \$3.00, \$5.00 and up, postpaid.

FLORIST TELEGRAPH DELIVERY

We are members of Florist Telegraph Delivery Association of America. Flowers Delivered to Any Part of the World.

We have a representative in or near every city, town, or hamlet who will fill and deliver anywhere any order, on short notice through our co-operate telegraph system.

PRICES OF LOOSE ROSES AND CARNATIONS

Below we give a table showing about what you may expect to pay at the different seasons. These prices are for the very best stock. Our Roses are the finest that grow and will compare favorably with any other firm. We believe they are better value than you will secure elsewhere.

ROSES	THANKS- GIVING		DEC. 22 to JAN. 1		EASTER		NOV. 1st to JUNE 10		JUNE 10 to NOV. 1	
	Per	Dozen	Per	Dozen	Per	Dozen	Per	Dozen	Per	Dozen
Price varies according to season and length of stem.										
Matchless, Briarcliffe and Premier. Dark Pink.....	\$2	to \$3	\$2	to \$6	\$2	to \$3	\$2	to \$3	\$2	to \$3
Rapture (Pinkish Yellow)	\$2	to \$3	\$2	\$3 \$4	\$2,	\$3	\$2,	\$3	\$2,	\$3
Johanna Hill (Yellow)	\$2	to \$3	\$2	\$3 \$4	\$2,	\$3	\$2,	\$3	\$2,	\$3
E. G. Hill and Templar (Red)	\$2	to \$5	\$2	\$3 \$4	\$2,	\$3	\$2,	\$3	\$2,	\$3
Talsman. Reddish yellow										
Short stem roses for favors \$1.50 per doz. \$8 per 100.										
CARNATIONS										
White, Light and Dark Pink, Scarlet and Variegated										
Good grade, assorted colors	\$1.50		\$1.50 &	\$2	\$1.50 &	\$2	\$1.50 &	\$2	\$1 &	\$1.50
Best Red	\$1.50		\$2.00		\$1.50		\$1.50		\$1.50	
Short stemmed for favors \$1.00 per doz. \$6 per 100.										

For Easter, Decoration Day and Mother's Day Prices See Page 2. Send for Special Price List On These Dates.

FOR PARTIES, RECEPTIONS AND BIRTHDAY GIFTS

Loose flowers in vases or baskets are most suitable for table or room decoration. A carnation or short stemmed rose for each person where trays are passed. Where guests are seated at tables, one rose or carnation each for the gentlemen, and for the ladies, two or more tied with dainty cord or ribbon.

PRICES OF BOUQUETS



BUTTONHOLE. For gentlemen. Short roses, 15c each, \$1.50 per dozen; short carnations, 10c each, \$1.00 per dozen.

BOUQUONNIER. For ladies, small, 30c each, \$3 per dozen; larger, 60c each and \$1 each.

SPRAYS OF ROSES, LILIES, CARNATIONS and other seasonable flowers made up for funerals and for laying on grave, tied with ribbon or chiffon, \$2.00, \$3.00, \$5.00, \$10.00 and up.

CORSAGE BOUQUETS (FOR DRESS)

Large, made with shield and tied with ribbon. \$2, \$3 and \$5 each. Small size, \$1 and \$1.50 each. Wrist and Shoulder Corsage Bouquets, \$1.00 and \$1.50 each.

BASKETS

Filled with flowers, very suitable for funerals, gifts, weddings and receptions, \$3, \$5, \$8, \$10 and up.

CHIFFONS, RIBBONS AND CORDS

We carry a full line of different styles and colors. **CHIFFONS AND NETTINGS.** White, pink, yellow, Nile green, lavender, purple, six inches wide, 20c per yard.

DESIGNS FOR WEDDINGS

These are hung suspended on wall above bridal party. **BELLS,** \$8, \$10 and \$12. **BOW AND ARROW,** \$7, \$9. **YOKE,** \$10. **HORSESHOES,** \$3, \$4 and \$5. **LOVERS' KNOT,** \$8.

WEDDING BOUQUETS

\$5, \$6, and \$8. With Shower Effect \$6, \$8, \$10.

SEASONABLE PRICE LIST OF LOOSE CUT FLOWERS

SWEET PEAS. Season, January 1st to June 1st. 75c per bunch. After May 1st, 50c per bunch of 25.

LILIES, Easter and Callas. Season almost the entire year, \$4.00 per dozen. Large quantities always on hand at Easter at regular prices. All large buds count same as flowers on Easter Lilies and average the dozen, eight open flowers. Place your Easter orders early. Lilies during May and June 30c each, \$3.00 per dozen.

ASPARAGUS PLUMOSUS. Sprays, 25c and 50c per dozen.

SPRENGERI. Sprays, 25c and 50c per dozen.

SMILAX. 35c per string of 4 to 5 feet; \$3.50 per dozen strings.

CHRYSANTHEMUMS. All the popular colors. Season October 15th to December 15th. Good flowers, \$3.00 per dozen; fancy, \$4 and \$5 per dozen; extra fancy, \$6 per dozen.

CHRYSANTHEMUM POMPONS. \$1.50 per dozen sprays.

MARGUERITES. In season, 35c per dozen.

DUTCH HYACINTHS. February 15th to April 1st, 25c each, \$3.00 per dozen.

TULIPS. During February, March and April, \$1.00 and \$1.50 per dozen.

DAFFODILS. During February, March and April, \$1.50 per dozen.

SNAPDRAGON. Pink, white and yellow. \$2.00 per doz.

SPECIAL BIRTHDAY BOXES

To enable our customers to order flowers quickly and to assure them of absolute satisfaction in the selection we are offering a "Birthday Special" box of flowers. They are filled with assorted seasonable flowers of our selection and each box contains extra values. The flowers will be choice, selected for their beauty, their freshness and their long-lasting qualities.

\$2.00, \$3.00, \$5.00 and up, postpaid.

BEAUTIFUL POT PLANTS

Practically the year around we have them in largest variety with fancy mats and covers and handles or planted in baskets. \$2.00, \$3.00, \$4.00 and up. Are especially desirable for gifts and for the sick.

VERY IMPORTANT

How to Keep Your Cut Flowers

All design work. Leave in the boxes and set in a cool cellar until ready to use.

LOOSE FLOWERS. Remove from boxes at once, clip ends of stems and put them in water and set in cellar, using deep vase with plenty of water at bottom, and see that the stems are down in the water. By securing loose flowers early and keeping them 12 to 24 hours before using, you double the value of the flowers.

HOLIDAYS

With the tremendous quantity of all seasonable flowers grown specially for holidays, the beautiful assortment of fancy blooming plants, you can confidently place your orders with us being assured of their being cared for right. Send for special lists on these days.



Double Spray Roses, \$10.00, \$15.00, \$25.00.

DOUBLE SPRAYS

Of Lilies, Roses, Carnations, Sweet Peas, etc. Small size, \$5.00 and \$8.00. Large size, \$10.00, \$15.00, \$20.00, and up.

SPRAYS OF FLOWERS FOR FUNERALS

All flowers are carefully wired so that they will stand out in the spray. Care is also given to the proper arrangement of the colors so as to make them blend. Price of the smaller size sprays, \$2.00, \$3.00, \$5.00 and up.

DESIGNS FOR FUNERALS

The use of flowers as a means of conveying sympathy is undisputed. The practical experience we have daily, in the making of various floral arrangements insures artistic as well as skillful ideas in making sprays, casket covers and funeral designs. Our aim is to fill your order as nearly as possible according to your wishes.

We are always prepared to care for your orders in the best possible manner. Our stock at all times is very large. No matter how large your orders are we are in shape to handle them right.

Owing to the limited room in catalog we cannot list all the different designs this year. Will be glad to send you a complete list on request. You will also find this list on file at your undertakers. You will find our quality and values are right.

LODGE DESIGNS

Our Lodge designs are made right both as to arrangement of colors and form. We ask you to compare our work with that of any other firm.

PREPARED MEMORIAL WREATHES, ETC.

Wreaths, cross, etc., made up of prepared leaves and flowers (not artificial) are most suitable to lay on graves for Armistice Day, Christmas, Easter, Mother's Day, and Decoration Day. These will last a long time out in the weather. Can be sent long distances safely and are beautiful in form and finish.

We also use many for funerals as they are very suitable especially for elderly people as they can be laid on the grave afterward and stay beautiful many weeks.

- No. 1. Wreath, Green Lacapodium, Straw Flowers, Statice, and Cones. 16 in., \$5.00; 18 in., \$6.00.
- No. 2. Wreath, Green Magnolia with cluster cecy, pink statice, green fibre ribbon. 16 inch, \$5.00; 18 inch, \$6.00.
- No. 3. Plain wreath of Magnolia leaves, 12 inch, \$2.00; 15 inch, \$3.00; 18 inch, \$4.00.
- No. 4. Wreath, Brown Magnolia leaves, cecy, statice with pods and cones. 16 inch, \$4.00; 18 inch, \$5.00.
- No. 5. Wreath, Magnolia with three Palm leaves, lavender and white statice, pink bow and pine cones. 16 inch, \$5.00; 18 inch, \$6.00.
- No. 6. Wreath, Lacapodium, statice and straw flowers and pink bow. 10 inch, \$2.50.
- No. 7. Clusters of Palm leaves tied with ribbon, \$2.00, \$3.00, \$4.00, \$5.00.
- No. 8. Cross, green lacapodium with cecy leaves and bow of fibre ribbon. 20 inch, \$4.00; 24 inch, \$5.00.
- No. 9. Wreath of White Statice and fancy prepared flowers (not artificial) and cones, \$4.00, \$5.00, \$6.00.
- No. 10. Pillow made of Statice and Straw Flowers, \$5.00, \$7.00, \$10.00.
- No. 11. Wreath Straw Flowers and Statice, \$5.00, \$6.00, \$8.00.
- No. 12. Wreath of decorated cones, very fine and lasting, \$6.00 and \$8.00.

SUMMER FLOWERING BULBS

GLOXINIA BULBS

These showy plants are easily grown in pots for summer. They make a glorious display and bloom for a long time. Start the bulbs in small individual pots, transplanting as they grow larger.

SCARLET, PURPLE, WHITE PURPLE BORDER, 40c each. All colors mixed 30c each, 4 for \$1.25. After May 1st started in pots, 50c each.

TUBEROSES

PEARL. Universal favorite, the pure white waxy flowers and sweetness recommend it to all. First size bulbs, 25c for 3; 75c per dozen.

AMARYLLIS (King Lily)

Very popular for house culture and easily grown. New Hybrids, assorted colors. 75c each.

TUBEROUS ROOTED BEGONIAS

Unexcelled for summer bedding, such as lawn beds and borders. Thrive best in partial shade. Single Yellow, Red, Pink and White. 30c each, 4 for \$1.00.

Double Mixed Colors. 30c each, 4 for \$1.00. After April 15th, pot grown plants only 40c each, \$4.00 per dozen.

GIANT ISMENE

Large Amaryllis-like flowers. Snowy white. 30c each.

ZEPHYRANTHES

CANDIDA. Large, pure white flowers in the fall. 8c each, 30c for 4.

HARDY LILIES

Among the most stately of all garden plants. Perfectly hardy and will bloom for years to come. **AURATUM**. (Gold-banded Japanese Lily). Large

ivory-white flowers, thickly spotted with chocolate crimson and striped with golden yellow. Each, 40c; 3 for \$1.10.

REGAL. Pure white, yellow anthers. 40c each.

RUBRUM. Clear pink spotted red. One of our very best hardy lilies, 35c each; 3 for \$1.00.

MELENOMENE. Very light pink, spotted rose, 35c each; 3 for \$1.00.

FANCY-LEAVED CALADIUMS

Valued for the gorgeous coloring and marking of leaves. 40c each.

MADERIA VINE

Rapid-growing climber, bearing racemes of fragrant white flowers, 5c each, 6 for 25c.

HYACINTHUS CANDICANS

Yucca-like leaves. 10c each, 50c for 6.

YELLOW CALLAS

ELLIOTIANA. Flowers rich golden yellow foliage--deep green with white spots, 30c each.

APIOS TUBEROSA

An elegant climbing plant, large clusters of brownish purple, sweet-scented flowers, 10c.

CALADIUM ESCULESTUM

(ELEPHANT'S EARS)

One of the most effective plants in cultivation for planting upon the lawn, growing 5 feet with handsome leaves often 3 feet long and 20 inches wide. It will grow in any good garden soil and is of easiest culture. Can be stored in sand in any warm place during the winter. Fine bulb with live center shoots. Select size bulbs, 2½ to 3 inches in diameter, 10c each, \$1.00 per dozen. Large bulbs, 3 to 4 inches in diameter, 20c each, 65c for 4. Mammoth sized, 30c each, \$1.00 for 4.

GLADIOLI—THE MOST POPULAR SUMMER FLOWERING BULB

You are sure of fine flowers if you plant Gladiolus, the most attractive of all summer flowering bulbs. They need only a little culture to keep the weeds down; will grow in any good soil and with ordinary rainfall seldom fail to flower.

The best time to plant is about the first of May, but they may be planted by the 20th of April in the Central States. A succession of bloom may be had from July to October by making planting ten days apart.

GIANT OR LARGE FLOWERING TYPE

This list is a selection of the very best varieties that grow:

HAILEY. Salmon pink, early, 5c each, 50c a dozen.

MRS. FRANCIS KING. Very vigorous in growth, color light scarlet, 6c each, 6 for 25c, 12 for 50c.

SCHWABAN. Best yellow, 6c each, 6 for 30c.

CHICAGO WHITE. Pure white with faint lavender streak in lower petals. Early, 5c each, 6 for 25c.

1910 ROSE. One of the best dark pink, 6c each, 6 for 25c.

CARMINES SYLVA. Very fine white throat tinted lavender, 10c each, \$1.00 per dozen.

MAIDEN'S BLUSH. Primulus type, exquisite pink, lighter center, 5c each, 50c a dozen.

JOE COLEMAN. Rich red, 6c each, 6 for 30c.

EVELYN KIRKLAND. Rosy pink, dark at edge, very fine, 6c each, 60c per dozen.

LILY WHITE. Early pure white, 6c each, 6 for 30c.

DR. NORTON. The finest cream and pink shaded variety, 6c each, 6 for 30c.

E. J. SHALOR. A beautiful deep ruffled rose pink. 6c each, 6 for 30c.

W. H. PHIPPS. Lafrance pink, lighter toward center, very large, 12c, 6 for 50c.

MRS. LEOA DOUGLAS. Large bright salmon pink, 10c.

NIAGARA. Rich cream and canary yellow. Heavy spike, 7c each, 12 for 80c.

MRS. FRANK PENDLETON. Salmon pink, maroon blotch on lower petals. 5c each, 12 for 50c.

ALICE TIPLADY. Orange salmon primulus type. 5c 6 for 25c.

ROSE ASH. A beautiful shade of lavender and rose, 10c each, 6 for 50c.

PRIDE OF LANCASTER. Ruffled salmon, fine, 6c each, 6 for 25c.

GOLDEN MEASURE. Very large dark yellow. The best yellow to date. 8c each, 4 for 25c.

SCARLET PRINCEPS. One of our best scarlets, 10c each, 6 for 50c.

LOST RED. The largest and finest red gladiolus grown. 15c each, 5 for 50c.

Our list contains the best of all the cut flower varieties and priced within reach of all.

SPECIAL OFFER GLADIOLUS

One each of 10 named varieties, our selection, 50c. One each of 20 varieties, 90c.

ALL COLORS MIXED. First size, 40c per dozen, \$3.00 per 100 postpaid; second size, good flowering bulbs, 30c per dozen, \$2.25 per 100, postpaid.

SPECIAL MIXTURE—Our special mixture of named varieties, made up of the very best cut flower varieties in finest assortment, 50c per dozen. \$3.00 per 100. (This mixture will give you satisfaction.)

GENERAL LIST OF FLOWERING AND ORNAMENTAL PLANTS

AGERATUM

Blue and white varieties, 5c each, 50c per dozen.

ALYSSUM

Double sweet, 50c per dozen, \$3 per 100.

ALTERNANTHAS

(JACOB'S COAT)

Largely used for edging for grave use, and for lettering.

Yellow and red varieties, 50c per dozen, \$3.00 per 100.



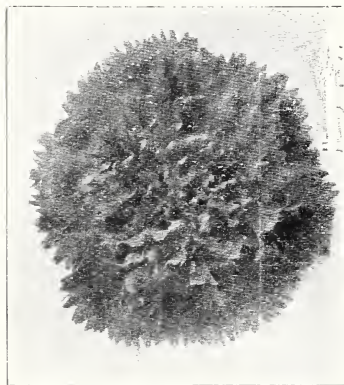
Bed of Coleus

ASPARAGUS PLUMOSA

The whole plant is of bright, cheerful green, and one of the most distinct and effective decorative plants, of easy culture, thriving best in full light, but not direct sun, after the plants become large, they throw large tendrils, 4 to 6 feet long, 15c each, 4 for 50 cents; large size, 20c, 30c and 50c.

ASPARAGUS SPRENGERI

A grand trailing plant, especially useful to grow as a pot plant for house decoration or for planting in hanging baskets or window boxes, where it makes a graceful drooping plant with branches or fronds 4 or 5 feet in length, of a rich shade of green. 15 cents each, 50c for 4, large plants, by express, 25c, 30c and 40c each. \$2.50 and \$3.50 per dozen.



CARNATIONS

Plant in the open ground as soon as the ground can be worked in the spring. If wanted to flower during the summer and fall, as soon as the flower shoots appear, tie to small stakes; if wanted for winter blooming, the flower shoots should be pinched off until about the middle of August; by that time they will have made very strong, bushy plants. Take up and pot before September first and keep shaded and close for a few days, when they will be ready for removal to the conservatory or window where they are to flower.

Our collection contains the best varieties grown.

HILDA. Has taken place of all others of its color. Light rose pink.

MATCHLESS. Fringed white, Dwarf, sturdy grower.

PINK MATCHLESS. Strong grower, deep rosy pink.

BEXORA. Clear white, penciled and flaked scarlet.

SPECTRUM. The best scarlet, large heavily fringed flower. Very prolific.

NORTH STAR. A beautiful clear yellow. Very fine.

PRICE OF SMALL PLANTS. For growing for next winter's bloom, 15 cents each, 4 for 50c, \$1.50 for 12, large size plants in fall, 25c each, \$2.50 per dozen.

CARNATIONS FOR SUMMER BLOOM

This year we shall have a fine stock of plants, suitable for out door summer bloom, of best varieties suitable for that purpose. State varieties wanted. 15c each, 4 for 50c. This does not include the new varieties.

ABUTILIONS (Several Varieties)

25c each.

ABUTILIONS TRAILING. 15c each, 4 for 50c.

ACALPHA

Yellow and bronze and red varieties, 10c each, 75c per dozen.

BEGONIA SHRUBBERY

Finest flowering varieties. Choice plants, 25c each, 5 varieties for \$1.00.

REX BEGONIAS

The high coloring and exquisite markings of Rex Begonias make them invaluable as decorative plants for house culture. Do not expose to the full sun. 25c and 50c each.

COLEUS

Every lover of foliage should have a bed or border of these. They are fine for edging or massed by themselves. The Coleus will give more pleasure at less cost than any other plant. Very tender, and therefore should not be planted until all danger of frost is past.

The number of varieties is so large and varied that we only attempt to describe the standard bedding varieties.

TRAILING QUEEN. Green and pink drooping.

BLACKBIRD. Leaves and stems almost jet black with fringed edges.

BECKWITH'S GEM. Four shades of color, center maroon bordered red; edge green and yellow.

GOLDEN BEDDER. Yellow. This is the best Coleus for bedding; deep gold in the sun; dwarf.

MRS. F. SANDER. Large, creamy white center, bordered with green; blotched crimson.

FIREBRAND. Flaming red; fine bedder.

MRS. CAROLIN BECK. Yellow and green; improved Snowcrest.

VERSCHAFELTI. The oldest, still one of the best rich velvety crimson.

BRILLIANCY. The finest Giant Coleus ever offered. Bright carmine shading to deep maroon margin of leaf yellow and green; 10c each; large size 20c and 30c.

GIANT HYBRIDS. Same form as Brilliancy but in shades of bronze and green. 10c each; large size, 25c and 50c.

PRICES OF COLEUS

(Except Noted)

5c each, 6 for 25c, 12 for 50c, \$3.00 per 100. Large size, 10c each, \$1.00 per dozen. After June 10th, \$2.50 per 100.

SPECIAL OFFER ON COLEUS

In quantity for bedding. 100 strong plants, either all one color or two or more colors, for \$2.75; or 200 for \$5.00. This is exceptional value for cemetery planting.

**CANNAS****WHITE VARIETY**

EUREKA. The best of its color, creamy white, dwarf habit, 25c each, 5 for \$1.00.

PINK FLOWERING VARIETIES

MRS. A. S. CONARD. The best pink variety. Medium size habit, bronze foliage

CRIMSON AND SCARLET SHADES WITH GREEN FOLIAGE

THE PRESIDENT. Rich glowing scarlet, immense rounded flowers, medium height. The best.

CHAS. HENDERSON. Deep crimson, yellow throat.

WINTZERS COLOSSAL. Very large orchid flowering vivid red, tall grower.

BRONZE FOLIAGE VARIETIES

KING HUMBERT. Of dwarf sturdy habit, large leathery leaves. Flowers orange scarlet.

GILT EDGE VARIETIES

S. D. CROSY. Dwarf habit, crimson; scarlet border, golden yellow.

YELLOW FLOWERING

FLORENCE VAUGHN. Golden yellow, spotted scarlet.

YELLOW KING HUMBERT. Large size flowers, deep rich yellow, dotted red, green foliage.

GIANT ORCHID-FLOWERING CANNAS

A distant race of Cannas, noted for the immense size of their orchid-like flowers, often 5 to 7 inches across.

LOUISIANA. 6 feet. Very large, beautiful vivid scarlet orchid-like flower. Foliage glossy green.

WYOMING. Bronze foliage, large flowers, golden orange.

PRICE LIST OF CANNAS**Standard Varieties**

NOTICE: This price is for started plants growing in pots ready May 10th. Purchaser's selection, 15c each, 12 for \$1.50, 25 for \$2.75. Our selection, 12 for \$1.00, 25 for \$2.00.

CALLAS

DWARF CALLA, THE GODFREY. It far surpasses the common variety in freedom of bloom. Snow white and of perfect form. 25c and 50c each.

AETHIOPICA or COMMON CALLA. Excellent house-plant, requiring an abundance of water during its growing season. 25c and 50c each.

CANNAS

No bedding plant equal to the Cannas; are easily grown, and attain large size in ordinary soil. Plant in good, rich garden soil, about the end of May, when all danger of frost is past. Water sparingly for first two weeks after planting. Set the plants 18 inches apart each way, and where more than one kind is used, be careful to set the dwarf growing varieties at outside of bed. Should be taken up in the fall when the tops are killed by frost, and stored away in a dark, cool place.

Many of our customers want Canna beds, but are undecided as to what varieties should be included. For such we have prepared the following selections:

Three varieties:

For a round bed, 7 feet across, takes 19 plants—19 plants of our selection, \$3.00.

For a bed, 7 feet across, take 27 plants, four varieties—37 plants our selection, \$5.00.

For a rectangular bed, 5x8 feet, 25 plants, three varieties—our selection, \$4.00.

For oblong bed, 5x8 feet, 24 plants, three varieties, \$4.00.

For a round bed, 13 feet across, 61 plants, 6 varieties, strong plants, our selection, for \$8.00.

The above prices on Canna beds are by express at purchaser's expense.

CUPHEA TRICOLOR (Ladies CIGAR FLOWER) 15c**CENTUREA**

GYMNOCARPA (DUSTY MILLER). Fine for edging beds, 5c each, 50c a dozen, \$3.50 per 100.

CROTONS

Crotons are among the finest decorative plants. The leaves are more or less veined and margined and sometimes entirely variegated with shades of yellow, orange and crimson. They like heat, sunshine and moisture. Large size 75c each.

MARGUERITE OR PARIS DAISY

One of the most satisfactory plants in cultivation, being easily grown.

QUEEN ALEXANDRIA. is the only large-flowering pure white Daisy, with double, semi-double and single flowers on a single plant at one time. Flowers averaging 2½ to 3 inches in diameter. 25c each; large size 40c and 50c.

YELLOW MARGUERITE. (Queen Belgians), 15c each, large size 25c and 50c.

SMALL WHITE VARIETY. Very free bloomer, fine for boxes and baskets, 10c each, 6 for 50c. Large size, 20c each, \$2.00 per dozen.

TRADESCANTIA (WANDERING JEW)

Fine for hanging-baskets, vases, etc.

MULTICOLOR. Foliage brightly marked and striped white, pink, bronze. 10c each.

SOPENS VITTATA. Leaves bright green, striped with creamy white. 10c each.

ENGLISH DAISY

Beautiful little border plants, which bloom through the summer when planted in a shady situation.

DOUBLE PINK AND DOUBLE WHITE. 5c each, 50c per dozen.

DRACAENA INDIVISA

Beautiful window and green house plants, thriving in a warm, dry room. Should have their leaves sponged off once or twice a week. For general decorative purposes, this is one of the best plants we know. It is of graceful habit and an exceedingly rapid grower and is not affected by the sunshine, drought or storm. Is especially suited for center vase, baskets and window boxes. Small size 25c; larger size, 50c and 75c each.

FORGET-ME-NOT (MYOSOTIS)

Like pansies, bloom most freely in fall and early spring, producing star-like light blue flowers. 10c each, 75c per dozen.

FEVERFEW

One of our finest bedding and vase plants, giving an abundance of double white flowers, one inch across. 10c, 20c and 30c each, \$1, \$2, \$3 per dozen, according to size.

CHRYSANTHEMUMS



The Chrysanthemum is, without doubt, the queen of autumn flowers. Their large blossoms of every character and form attract the attention of all who are interested in flowers. We are continually adding new varieties to our large stock, and offer the cream of the best standard sorts of fine, well-grown plants.

EARLIEST VARIETIES

LARGE FLOWERING

GOLDEN GLOW. The earliest yellow variety.
SMITH'S ADVANCE. The earliest large white.
BETSY ROSS. Fine dwarf, early white.
GOLDEN LODGE. Of large size, medium early, dark golden yellow.
QUAKER MAID. Early large white.
CITRONELLA. Clear incurved, medium early, yellow.
INDIANOLA. Very fine early bronze.

MIDSEASON VARIETIES

LARGE FLOWERING

SUNGLOW. Of immense size—incurved yellow.
WHITE PERFECTION. Similar in form to White Chieftain, but larger.
GOLDEN GLORY. Very large incurved, dark yellow.
SILVER SHEEN. One of our best midseason white. Very large and full.
MRS. HENRY FORD. Dwarf habit. Incurved large flower, pure yellow.
J. W. PRINCE. Dark pink. Incurved, solid flower.
ROSE PERFECTION. Incurved light pink, fine.

LATE VARIETIES

LARGE FLOWERING

MRS. E. A. SEIDWEITZ. Incurving, deep pink.
GOLDEN MISTLETOE. Incurved, golden yellow.
MISTLETOE. Light pink, turning almost white.
WHITE MRS. SEIDWEITZ. Incurved, pure white.
MARIE DE PETRIS. Very fine, late incurved deep yellow.
FRIENDLY RIVAL. Brightest yellow. Fine for Thanksgiving.
TOM BROWN. Immense size, pure white. Dwarf habit.
CHATTANOOGA. Pure white, large solid flower.
GLADYS PIERSON. The best of all late bronze.
YELLOW PIERSON. Like Pierson, but dark yellow.
SUNGOLD. Best late incurved dark yellow.

CAP VARIETIES

LILAC CAP. BRONZE RED CAP. WHITE CAP. Especially suitable for pot culture, as they grow dwarf and bushy; flowers double and good size.

HARDY CHRYSANTHEMUMS

We offer the best early flowering, yellow, pink, white and orange varieties, those that will bloom in this locality if protected from early frosts. 20c each; 4 for 60c.

POMPONES AND ANEMONES

The variety of Pompones are now so varied both as to time of flowering and color and size that they are rapidly taking the lead with the amateur.

Are very easily grown, require only good pinching back early and the large variety of color and form make them prized very much by the amateur grower. They are practically all hardy, but will not often bloom outside in this locality.

SUNSHINE. A beautiful new yellow Anemone, several rows of petals, late.

GOLDEN MENZA. Large single, yellow.

WHITE MENZA. Large, single white.

LILLIAN DOTY. Very full round flower. Clear white, sometimes changing to pink.

MRS. BEAU. Late bronze with yellow center.

PINK LILLIAN DOTY. Same as the white except in color. Early.

FIREBIRD. Best early red.

DUSKY MAID. A very large, late semi-double bronze. Very fine.

DECEMBER GOLD. One of the latest of the pompones. Deep golden yellow, solid flower.

MRS. TRICKER. Very early, bright yellow.

WHITE WINGS. Best early white.

MRS. H. HARRISON. Very light early pink.

GOLDEN SCEPTER. Late bright golden yellow.

SARAH TOWNSEND. Light bronze.

WHITE NORMANDY. Very early white.

PINK NORMANDY. Very early pink.

CLARET. Dark claret, almost mahogany.

YULETIDE. The best of all the late white.

GARBA SUPREME. Anemonetype, very late white.

LEILAH. Very early light pink.

OLIVIA. Very late pink, fine.

MUSKAKA. Large round flower, bronze.

NUGGETS. Early bright yellow, dwarf habit, round flower.

ELORA. White blush shading.

WALDO. Very early pure white, a round ball if disbudded.

DOROTHY TURNER. Ideal color combination of bronze and gold. Late.

SPECIAL OFFER ON POMPONES

Our collection is so large: (we have many varieties not listed), we offer 15 different varieties for \$1.00, 32 for \$2.00.

(Except Noted)

PRICES ON ALL CHRYSANTHEMUMS

Small plant in spring, 10c each, \$1 per dozen.
 Or selections, 15 for \$1.00, \$6 per 100. Large size in the fall, 50c, \$1.00 and \$1.50 each.

HYDRANGEA

These beautiful shrub plants are valuable for lawn or porch decorations when planted in pots or tubs. The large clusters of flowers resemble those of the Snowball, being larger and remaining on the plant from two to three months.

OTASKA BLUE. Dwarf, sturdy habit, bright lavender.

MAD MOUILLERE. Carmine rose.

TROPHE. Very early carmine.

BABY BIFINEST. Rose pink.

MAD CHANTARD. Rose.

GENE VEBREY. Blue.

PRICE OF HYDRANGEAS

25c each; larger size, 50c.

Specimen plants in bloom during spring and early summer, \$1.00, \$1.50, \$2.00 and \$3.00 each.

THE CARDINAL CLIMBER

A NEW TENDER CLIMBER

Very strong grower, beautiful fern-like foliage literally covered with a blaze of fiery cardinal red flowers, from mid-summer till frost, 25c each, 5 for \$1.00.

FICUS ELASTICA (INDIA RUBBER PLANT)

This has become a general favorite as a house plant because the large shining green leaves endure the dry air of a living room as well or better than any other plant. \$1 each; \$1.50 each; \$2.00 each.

FUCHSIA

This old favorite is surely coming back. Are very fine out doors if in partial shade and given plenty water on foliage.

Make wonderful specimen plants for Mother's Day and later.



SPECIMEN FUCHSIA PLANT decorated with handle and ribbon. Ready in April and May and June, \$2.00 and \$3.00; without handle and trimming \$1.00 and \$1.50 each.

FUCHSIA (SINGLE)

CHARMING. Corolla pink; sepals purple. Early and free.

BLACK PRINCE. Sepals bright carmine, corolla light rose. Compact sturdy grower.

LITTLE BEAUTY. Very dwarf flowers, dark purple center, very free flowering. The best of all.

LORD BYRON. Similar to Little Beauty, but taller grower.

FUCHSIA (DOUBLE)

IRWIN'S GIANT PINK. The largest of all, strong grower. Double pink.

PHENOMENAL. Sepals: rich scarlet, corolla rich royal purple.

MRS. E. G. HILL. Corolla clear white, strong grower.

PRICE OF FUCHSIAS. 25c each, 5 for \$1.00; larger size 50c and \$1.00.

SPECIMEN FUCHSIA PLANTS

Grown Especially For Mother's Day

\$1.00	\$1.50	\$2.00	\$3.00
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HELIOTROPE

Universal favorites on account of their delightful fragrance. They flower equally well as bedding plants in summer or pot plants in winter.

THE QUEEN. Dwarf habit; flower royal purple, with distinct white center.

SNOW WREATH. The nearest approach to snow white we have in the Heliotrope.

LEMOINES HYBRIDS. Of wonderful size and colorings. Shades of lavender and blue.

FERNS

DWARF BOSTON FERN. TEDDY, JR. A dwarf type, of the Roosevelt, fronds broad and beautifully tapered and are of wavy appearance. A beautiful fern and well worthy of trial. 25c, 50c, \$1.00 each.

OSTRICH PLUME FERN. (Whitmani). Unquestionably the most valuable type yet introduced. Of compact habit, the pinnae are deeply divided, giving the plant a very graceful appearance. Small plants, 25c and 50c each; strong, 5 inch pot plants, \$1 each; extra fancy specimens, \$1.50, \$2.00 and \$3.00.

BOSTON FERN. The most popular house plant in cultivation. In well known specimens, the fronds attain a length of 6 or 7 feet like plumes arching over in a most graceful manner. A very fine plant for hanging pots or baskets or window boxes in the summer, and conservatory in the winter. First size, 15c each, 50c for 4; second size, 25c each, \$1 for 5; third size, 50c each; fourth size, \$1.00 each. Beautiful specimens, \$2, \$3, and \$4 each.

FERNS FOR DISHES AND THE HOUSE

We have a good stock of the best growing varieties suitable for fern dishes and single pots in the home in the best of the easily grown varieties. Small plants suitable for fern dishes, 15c each, 4 for 50c, 9 for \$1; larger size for specimen plants, 25c and 50c each.

ADIANTUM CUNEATUM. The popular fine foliage Maiden Hair, 25c and 50c.

HOLLY FERN. A compact growing heavy leaved fern of beautiful form and habit. 25c, 50c and \$1.00 each.

HARDY FERN

They do best in a particularly shaded situation, as on the north side of a house. Ready in May.

TALL GROWING BRAKES. 30c each, \$3.00 per dozen



Whitmani

JAPAN AIR PLANT. Similar to a very fine feathery fern; very odd; live without water or soil; should be hung up in a little vase, 25c each.

WIRE BASKETS. For Sword Ferns and for porch use, 35c, 50c and 75c each.

MOSS. For lining same, 35c per basket.

PANDANUS VEITCHII

Long narrow leaves grow in whorl, dark green with white margin. Fine for center vases and specimen plants. \$1.00 and \$1.50 each.



GERANIUMS

The Geranium is the most popular plant for bedding purposes, and deservedly so, as they continue to bloom profusely in the hot summer months when other plants are scorched by the sun and dry weather. The new double varieties bloom as freely as the single and make as fine bedders, being more durable.

Our list of flowering Geraniums will be found complete. We have taken great care in selecting the different varieties showing characteristics of their own.

HOW TO HAVE A GOOD BED OF GERANIUMS

Plant in medium soil, not too much sand or manure. See that they are in a bright sunny place. After they once become established do not over-water as this will have a tendency to make them go to leaf growth; when weather becomes very hot a light mulch is beneficial. Always keep soil around plants stirred to a depth of at least one inch. Keep plants free from all old flowers and leaves and if any of the plants become ungainly, pinch off ends of long shoots.

SPECIAL NOTICE—Have your Geraniums shipped by express—it takes a long time for them to get over mailing.

SCENTED GERANIUMS

Exceedingly useful on account of their fragrant foliage.

SKELETON LEAF ROSE. 25 cents.

LARGE GREEN LEAF. Sweet scented, 15c and 25c each.

DALE PARK BEAUTY. Flowers similar to Pansy Geranium. Deep lilac. 25c each.

BORDER GERANIUM

MADAM SALLEROI. Leaves from 1 to 2 inches in diameter; plant is quite dwarf, growing in dense, round masses quite rapidly. Leaves green with margins of pure white; valuable for baskets, vases and for second rows in bedding designs, 10c each, 25c for 3; \$1 for 12; \$6 for 100.

VARIEGATED SILVER LEAF VARIETIES

MADAM POLLOCK. Green disc, bronze zone, edged silver, 30 cents.

IVY-LEAVED GERANIUMS

They are the grandest of all house plants or for baskets or vases. They can be grown to droop or climb, as desired.

DOUBLE RED. Bright cherry red.

JOAN D'ARC. Perfectly double; flowers white.

MADAM THIBUT. Beautiful rose pink, very large trusses.

PRICE OF IVY GERANIUMS. Small plants, 20c each, 3 for 50c; large plants, 30c.

BEST STANDARD DOUBLE VARIETIES

JEAN VIAUD. Semi-double, of largest size; pure soft pink with two white blotches.

S. A. NUTT. The best of all rich, dark crimson varieties. Of perfect shape and large size.

HELEN MITCHELL. An improved A. Richard. Semi-double, orange scarlet. A grand bedder.

BEAUTE POITEVINE. Semi-double salmon pink, dwarf grower.

E. BLANC. Dark wine, almost purple. A very distinct and striking color. 20c.

IMPROVED POITEVINE. Taller grower than Beaute Poitevine, clear salmon pink, early bloomer.

RUBY. Dark wine color, dwarf grower.

ROSALIA. Tall, strong grower. A purplish crimson, very showy bedder.

MRS. CURTIS. Light clear scarlet, upright grower.

AMERICAN BEAUTY (NEW). Dwarf habit, color deep magenta pink. Very prolific. 25c.

MAD BUCKNER. Very large white.

RED BARNEY (NEW). Dwarf habit, very free flowering, light clear red, 25c each.

MRS. GLOEDE (NEW). Rosy cerise, very prolific, fine out door, 25c each.

PRICE OF ALL GERANIUMS

PRICE OF ALL GERANIUMS (Except Noted).

Small plants 2 inch pots, 10c each, \$1.00 per dozen; second size from 3 inch pots, 20c each; \$2.00 per dozen; \$15 per 100; third size, 4 inch pots, 30c each; \$3.00 per dozen; \$20.00 per 100. Extra large for window box and vase use, 40c each, \$4.00 per dozen. Specimen Pans \$1.00 and \$2.00 each.

GREENHOUSE PLANTS

General list, in which, owing to limited space, we are obliged to omit descriptions.

PILEA. (Artillery Plant.) 10c and 20c each.

LOBSTER CACTUS. (Christmas Cactus) 25c each.

COBEA SCANDENS. A grand climbing plant for porches; purple or white cup-shaped flower, 25c each.

IMPATIENS VARIAGATED. 10 for 20c; \$1.00 and 25c and 50c.

CINERARIA. Large flowering plants. February, March, April delivery only, 50c and 75c.

IMPATIENS VARIAGATED. 10 for 20c; \$1.00 and \$2.00 per dozen.

IMPATIENS SULTANI. 10c each, \$1 per dozen.

MADEIRA VINE. 5c each, 50c per dozen.

STEVIA. Beautiful sprays of small white flowers; blooms in the fall. 10c each.

IVIES

ENGLISH. An old favorite vine; hardy in the South, but will not stand our Iowa winters. Amber shaded 10c-20c each, large size, 50c.

ENGLISH IVY. Small leaf, 10c-20c-40.

ENGLISH IVY. Variegated leaf, 25c and 50c.

KENILWORTH. An old familiar trailing ivy. Perhaps the best for shaded places or rooms where the light is not strong. Each 10c. 6 for 50c.

PARLOR. Well known Ivy which is very popular as a plant for hanging baskets and vases. Easily grown. Each 10c, 3 for 25c. Large 25c each.

LANTANA

Quite tender. They are strong-growing and very free-flowering. Valuable as bedding plants, standing the sun very well. 10c each, 6 for 50c. Large size 20c each; \$2.00 per dozen.

AURORA. Strong grower, yellow.

JAVIL. Purest white, a most beautiful flower.

L. POITEVINE. Beautiful rose, rather dwarf.

RADIATION. Brilliant red, center orange.

WEEPING. A beautiful trailing variety. Profusion of lovely clear lavender flowers.

CYCLAMEN

GIANT FLOWERED. Most beautiful and decorative of all pot plants, for winter and spring blooming. Foliage broad, massive and graceful, of dark green, beautifully variegated with silver and rose. The flowers are carried on long stems and produced in profusion for several months. First size, separate colors, suitable for next winter's bloom at 25c each. Large size in fall, \$1, \$1.50, \$2.00.



Vinca with Boston Ferns in center.

VINCA

This great window-box and hanging basket plant increases in popularity each year.

MAJOR VARIEGATA. A beautiful variegated trailing plant. Leaves glossy green, broadly margined with creamy white, flowers blue, 10c and 20c each, \$1.00, \$2.00 per dozen. Extra large, 35c each, \$3.50 per dozen.

HARDY GREEN VINCA. Very suitable for grave use, 15c each, 4 for 50c.

VINCA FLOWERING. Pink and white, blooms all summer. Fine for out door bedding, 10c each, \$1.00 per dozen, large size 20c each, \$2.00 per dozen.

VIOLETS

MRS. C. W. FRY. Long stems and large flowers, deep blue. Very prolific, 15c each.

SMILAX

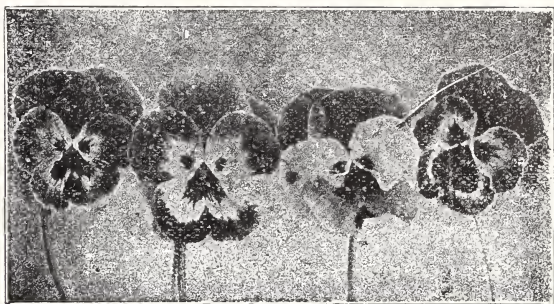
There is no climbing plant in cultivation for winter use that surpasses this in the graceful beauty of its foliage. Of no use outside in summer. 10c each, large size 20c each.

PALMS

KENTIA BELMOREANA. An elegant species in which the Pinnae are beautifully curved and reflexed. One of the easiest to grow in cultivation. Nice plants \$1 each; large size, \$2, \$3, and \$5 each.

LATANIA BORBONICA. (Chinese Fan Palm). One of the most desirable for general cultivation. Especially desirable for center vases, etc, \$1 and \$2.

PHOENIX RUEBLEANA. Dwarf feathery growth. Very suitable for center of fern dishes. Takes the place of cocoa palm and easier to grow. \$1.00 and \$1.50.

**PANSIES**

The Pansy begins to bloom in February and continues until late in the fall. Should be placed in very rich soil and watered freely. We offer a fine collection of carefully grown, from pots, that are sure to give satisfaction and bloom freely.

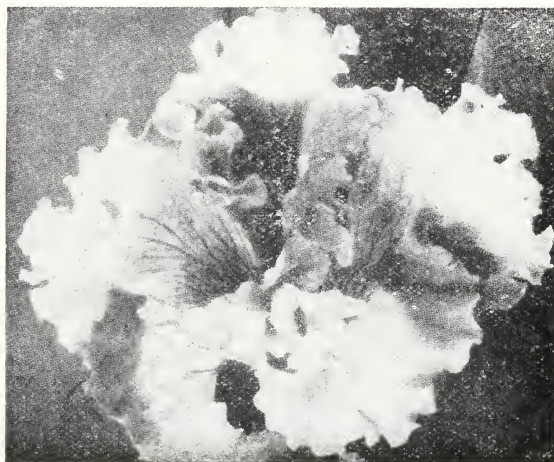
OUR SPECIAL MIXTURE. Containing a fine mixture of all varieties. 60c per dozen, \$4.00 per 100.

VERBENA

Is one of the prettiest and most popular of the flowering plants suitable for forming beds on the lawn. It commences to flower and spread from the first day the plants are set until late in the autumn. Colors are white, blue, purple, pink, rosy, crimson, striped. 60c per dozen, 6 for 25c.

VERBENA BEAUTY OXFORD. A very large, rosy-pink variety. 8c each, \$7.00 per dozen.

HELEN WILMOT. Salmon pink. Large size 8c each, 75c per dozen.

**SINGLE BEDDING PETUNIAS**

As a bedding and window box plant and for cemetery planting, petunias have taken great strides in popularity.

Our collection of single varieties is without question the best on the market.

DIENER'S GIANTS OF CALIFORNIA. In wonderful colors and markings—dwarf, compact growers. Flowers of tremendous size and beauty. All colors mixed or all one shade. 10c each, \$1.00 per dozen, large size 20c each, \$2.00 per dozen.

ROSY MORN. The little single petunia that blooms all the time, light rose.

ROSE OF HEAVEN. Dark rose, small flower.

BALCONY BLUE. The best of its color.

ELKS PRIDE. Dark purple.

Price of small flowering varieties, 5c each, 50c per dozen, large size 10c each, \$1.00 per dozen.

DOUBLE PETUNIAS

Double pink, double white, double variegated, double red, 20c each, \$2.00 per dozen, large size 40c each, \$4.00 per dozen.

PELARGONIUM OR LADY WASHINGTON GERANIUMS

Showiest mass of bloom produced on any soft-wooded plant that we have. The flowers are of good substance, beautifully ruffled and fluted while the colors are perfection in gorgeous shades and markings and of great size and much better bloomer than the older varieties.

EASTER GREETING. The new species is the earliest of all Pelargoniums with enormous florets and clusters having light green foliage and of dwarf robust growth. Blooms from March until fall. The flowers are of a fiery amaranth red with five regular shaped spots.

SWABIAN MAID. A sort of Easter greeting, reddish carmine with five large black blotches bordered purplish carmine.

SPRINGTIME. Almost pure white with pink ruffled edge, very fine.

PRINCE BISMARCK. Very dark crimson, blotched black.

LUCY BECKER. Very similar to Easter greeting. Color rosy pink.

GARDENER'S JOY. Enormous clusters, apple blossom pink, two upper petals blotched carbon brown.



Pelargonium

PRICE OF PELARGONIUMS

Small plants, 25 each; larger size 50c each; specimen plants, \$1.00 each.

PANSY GERANIUMS

MRS. LAYAL. The flowers are of medium size and have white throat. Each petal is shaded toward the center with a rich lavender pink and a dark maroon blotch in the center; is of easiest growth, dwarf in habit and literally covered with flowers, 25c and 50c each.

MOONFLOWER

Strong-growing climber reaching a height of 40 feet by October 15, if planted in rich ground exposed to the sun.

WHITE. (Ipomoea noctiflora). Flowers pure white, with five pointed star in the center, 25c each.

BLUE. (Leari). Flowers deep azure blue, 4 inches in diameter. Very pretty. 25c each.

BEDDING PLANTS

The following are especially suited for bedding: Acalpha, Alternanthera, Alyssums, Dahlias, Daisies, Feverfew, Forget-Me-Nots, Heliotrope, Lantanas, Marguerites, Pansy, Petunia, Achryanthus. Also seedlings are quoted.

In the following list will be found those especially suited for bedding, space not permitting a more general description in body of catalogue.

ALTERNANTHERAS. Red and yellow, 50c per dozen. \$3.00 per 100.

ACHRYANTHUS EMERSONI. Unexcelled for bedding, rich red solid color, 60c per dozen, \$3.50 per 100.

ACHRYANTHUS McNAULI. White and green, 75c per dozen.

CUPHEA. Ladies' Cigar plant, 10c each

CENTUREA GYMNOCARPA (Dusty Miller). Fine for edging beds, 5c each, 50c per dozen, \$3.00 per 100.

LOBELIA, CRYSTAL PALACE. Dwarf blue. Fine for borders; stands sun and heat well, 5c each, 50c per dozen.

LOBELIA GRACILIS, BLUE AND WHITE. Trailing suitable for baskets of window bordering. 5c each. 50c per dozen.

PYRETHRUM OR GOLD FEATHER. For bordering beds, keeps its color throughout the summer, 5c each, 50c per dozen.

CALADIUM ESCULENTUM. For center beds Started in pot, 25c and 40c each.

Those wanting large quantities of bedding plants, such as Geraniums, Coleus, Alternanthera, Cannas, etc. will do well to submit their lists to us before buying.

SEEDLINGS SUITABLE FOR BEDDING

We annually grow a large quantity of seedlings for our own use. Nearly all this stock is pot grown and especially suited for immediate effect. All pot grown and will give results.

HARDY DIANTHUS. 75c per dozen.

ANNUAL CHRYSANTHEMUMS. 50c per dozen.

DWARF CALENDULAS. \$1.00 per dozen.

ZINNIAS. Tall kind, 50c per dozen.

ZINNIAS DWARF. 50c per dozen.

SNAPDRAGON. Best kinds assorted colors, 3 inch pot grown, \$1.00 per dozen; 2 inch, 50c per dozen.

PANSIES. 50c per dozen.

LARKSPUR. Annual 50c per dozen.

ALYSSUM. Very dwarf, 50c a dozen.

SWAN RIVER DAISY. 50c a dozen.

STRAW FLOWERS. Assorted, 50c a dozen.

COCKSCOMB. 50c per dozen.

ASTERS. Finest assortment of kinds and colors. 50c per dozen, \$3.00 per 100.

CANDY TUFT. White, 50c per dozen.

MIGNONETTE. 50c per dozen.

PETUNIA GIANT CALIFORNIA. \$1 and \$2 per dozen.

PETUNIA ROSY MORN. 50c, \$1 and \$1.50 per dozen.

RICINUS (Caster Oil Beans). 25c each, 5 for \$1.00. Large size, 35c each, 3 for \$1.

SPECIAL: 100 annuals all started in pots in assorted varieties for an all summer garden. Strictly our selection for \$3.

SALVIAS

The Salvias now rank with the geranium in importance as a bedding plant. These French varieties are especially valuable on account of their dwarf and compact habit, and coming into bloom in mid July.

CLARA BEDEMAN. Tall, upright grower.

FIREBALL. Dwarf compact habit, very free flowering. Flowers brilliant scarlet.

PRICE OF SALVIAS

First size, 10c each, \$1.00 per dozen, \$6.00 per 100.
Second size, 15c each, \$1.50 per dozen, \$10 per 100.
Third size, 25c each, \$2.00 per dozen, \$16 per 100.

ROSES



COLLECTION OF TENDER TEA ROSES

The best for summer blooming outside.

BRIARCLIFFE. Long pointed bud, dark glowing pink.
MADAM COCHET. Rich healthy foliage, longer stout stems. Bright rose.

MAD. BUTTERFLY. A glorified sport of Ophelia, a wonderful shade of old gold, orange and yellow.

KAISERINE AUG. VICTORIA. Best summer blooming white.

WHITE KILLARNEY. Identical with pink, except color, which is pure white.

COLUMBIA. The Rose of all Roses, beautiful, clear, glistening pink, exceptionally strong grower, long stems, keeping qualities are very good. One of the best summer flowering roses.

PREMIER. Deep rose pink and very free flowering. Large size, good keeper.

COMMONWEALTH. Strong, rugged grower, very dark pink. A strong grower and splendid summer bloomer.

TEMPLAR. Is not a big rose but is a wonderful bloomer. Very free, dark rich red.

JOHANNA HILL. The best of all the dark yellows.

E. G. HILL. Very large and full, deep crimson.

PRICES OF ALL TEA AND EVER-BLOOMING ROSES

Except where noted, first size, 15c each, \$1.50 per dozen; second size, 25c each, \$2.50 per dozen.

BABY RAMBLERS

All perfectly hardy and wonderful blooming qualities. Grow about 24 inches high, are ideal for bedding out as they flower almost continuously. Flowers in clusters like Crimson Rambler.

PINK BABY RAMBLER. Clear rosy pink, equal in growth to the red.

ERNA TESCHENDORF. Plant vigorous, foliage dark and glossy. Flowers rich crimson.

MAD LEVAVASSEUR. Crimson red.

ORLEANS. Geranium red to rose.

EDITH CAVEL. Bright crimson.

PRICE OF BABY RAMBLERS

Medium size, pot grown, 50c each; large specimens, \$1.00, \$1.50 and \$2.00.

We have them in bloom in the larger sizes at this price for Easter, Decoration Day and Mother's Day.

BENCH GROWN ROSE PLANTS

Ready May 1st to 10th.

We wish we could impress upon our customers the value of these Bench Roses for summer flowering. Many of our customers are buying them regularly every year—planting one, two, three or more dozen in assorted varieties. Give them a well cultivated sunny spot in your garden, keep well syringed every sunny day. Keep clean and well cultivated when weather becomes warm and dry, give a good mulch.

COLUMBIA, PREMIER, BRIARCLIFFE, BUTTERFLY, TEMPLAR, JOHANNA HILL.

Large two and three years old plants. If cut back hard and planted early in season will give you a wealth of bloom, and the price is very reasonable. 25c each, \$2.50 per dozen. \$15.00 per 100.

A Select List of Best Dahlias

LETTER D—DECORATIVE TYPE. C—CACTUS TYPE.
 P—POMPONE. S—SHOW TYPE.

A. D. LIVONI S. Quilled petals, pure pink.

DREERS WHITE S. Pure glistening white.

PAUL DAVID S. Brilliant carmine red.

MAUD ADAMS S. White shaded lavender.

BARBARA LATZ D. Early and free. Lemon yellow.

DOLLY VARDEN D. Early. Petals twisting, cameo pink shading lighter in center.

ALEX WALDIE D. Creamy white center shading to salmon.

JESSIE PRESCOTT D. Deep orange center shading lighter.

SANTA ROSA D. Old rose and pink.

CALIFORNIA BEAUTY C. Pure copper.

ELANDORA DE LYON C. Carmine, rose shading to Royal purple.

MARGARITE BAUCHON C. Brilliant soft rose pink.

TALICMAN C. Deep blood red. Maroon shading.

VIVANDIERE (Peony Flower). Light cherry carmine shading lighter.

DANDY P. Pure orange.

JOE FETTE P. Pure white.

LITTLE BEAUTY C. Quilled pearl rose.

(NOTE: The above list are from a large Dahlia specialist in the East and are all varieties of exceptional merit.)

Price of strong pot plants 30c each; 12 varieties for \$3.00.

SPECIAL OFFER ON DAHLIAS—We have a fine lot of best named varieties that did not bloom early enough last year to true up. We offer them in assortment divided clumps—7 for \$1.00. They will give you satisfaction, as they are not only cheap, but they are valuable sorts.



Baby Rambler

HARDY SHRUBS, VINES, AND PLANTS

Owing to the large increase in our cut flower and tender plant trade we have decided to discontinue the handling of all hardy shrubs, plants and vines. There are many reliable nurseries who can take care of this part of your orders better than we can, and in justice to yourself and to us, we feel that this step is necessary as we do not have the space and cannot give it the time that should be given to this part of the business.

SPECIAL PORCH BOX PLANTS

Petunias—Rosy Morn and Elk's Pride,

50c, \$1.00, \$1.50 per dozen.

Daisies—15c and 25c each.

Geraniums—All colors, \$1.50, \$2.50 per dozen.

Vincas and Asparagus Sprengeri—\$1.50, \$2.00, and \$3.00 per dozen.

English Ivy—\$1.00 and \$1.50 per dozen.



Odd Plants For Rock Gardens



Sanseveria

Cactus, 10 varieties of odd shaped cacti, 35c and 50c each.

Sanseveria Zelanica, 25c, 50c, \$1.00 each.

Sanseveria Laurentine, \$1 and \$1.50.

Echevaria, (Hens and chickens), 10c and 20c.

Pennisetum, (Fountain grass), 20c.

Sedum, Upright growth, stiff, compact leaves, grows about 1 foot high, 50c each.

We also have a number of odd California plants suitable for rockery, 25c each; 5 for \$1.00.

Daisies and Geraniums with English Ivy.



UMBRELLA PLANTS

20c, 30c and 50c each.

FERTILIZERS AND INSECTICIDES

PRICES OF INSECTICIDES

TOBACCO DUST, 25c per pound, prepaid.

TOBACCO WHALE OIL SOAP, 20c per ½ lb., prepaid.

NICOTINE PAPER, 8c per sheet, 4 sheets 25c, prepaid.

VOLCK, Controls scale, mealy bug, white flies, red spider thrips. The best all-around insecticide on the market, ½ pint, 60c; pint 90c; quart \$1.25 prepaid.

FERTOBAC, A preparation of tobacco stems used as a top dressing for fertilizer and insecticide, 20c per pound; 3 pounds 50c.

WALKER'S PLANT FOOD

Very easily applied, either in powdered form or diluted with water. Small can, 25c; large can 40c; prepaid.

FERTILIZERS

Wizard Sheep Manure Makes Plants Grow to Perfection

5 lbs.	35c
10 lbs.	60c
25 lbs.	\$1.25
50 lbs.	\$2.00
100 lbs.	\$3.35

BONE MEAL

10c per pound, 6 pounds for 50c

BLOOD AND BONE

10c per pound, 6 pounds for 50c

SWIFT'S VIGORO

8 oz. package	10c
5 lbs.	50c
25 lbs.	\$1.75
50 lbs.	\$3.00
100 lbs.	\$5.00



BANCROFT'S MONEY SAVING COLLECTION OF POPULAR PLANTS

These collections are put up for those who want good small plants, yet do not feel able to pay the higher prices charged for those named in catalogs. We sell many thousands of money saving collections yearly, to satisfied customers. Try them. We know you will be more than pleased.

All orders for our Surprise Collections will be acknowledged and entered on our books as received.

We usually commence to send out the collections of Tender Plants about May 1st. We cannot promise to send them out before these dates. We cannot permit any change in the composition of these collections or in the time of delivery. Always order by letter.

All collections are strictly our own selection of varieties.

Combine your orders, having them shipped by express, and you will be more than pleased with the splendid value you receive. The cost is so small and the extra value of the plants will more than compensate you for the small amount of express charges YOU will have to pay.

Tender Plant Collections

If by mail, add 10c each collection, for postage.

- A—Twenty Pansies, large plants, all ready to bloom for \$1.00.
- B—Twelve fine Coleus. Fine plants, all different for 50c.
- C—12 choice Salvia. Plants from two-inch pots for 50c. Or 12 from 3-inch pots for \$1.00.
- D—Eight different varieties of the everblooming Cannas for \$1.00.
- E—Six assorted Bedding Plants for 50c, 15 for \$1.00.
- F—Ten fine named varieties Gladioli, all different, our selection, for 60c.

G—Six Carnations, all different shades, for 50c.

H—Six beautiful Geraniums for 50c, two-inch pots, 15 for \$1.00.

I—Eight Chrysanthemums, all different, for 50c; 15 for \$1.00. All labeled

J—50 assorted annuals like Larkspur, Zinnias, Asters, Stocks and others. All fine pot grown, ready for immediate results, for \$2.00.

K—Twelve Rosy Morn or Elk's Pride Petunias from 2 inch pots, for 5c; 12 from 3 inch pots, \$1.00.

L—Eight beautiful Giant Petunias, for \$1.00.

M—Twelve fine Lantanas for bedding, for 75c.

PLANT COLLECTIONS FOR VASE USE. A-1. For a vase 18 inches across. One Dracaena, 2 Petunias, 2 Daisies, 3 Geraniums, 2 Vincas, 2 Asparagus Sprengeri, all strong plants, ready for immediate effect, \$2.50.

SPECIAL VASE COLLECTION. B-1. For a vase 24 to 30 inches across: One large Dracaena or Boston Fern, 3 Petunias, 3 Daisies, 4 Geraniums, 6 assorted vines, for \$3.00.

SPECIAL PORCH BOX COLLECTION. C-1. Suitable for 2 foot box: 2 Boston Ferns, 3 Geraniums, 2 Daisies, 4 Vincas, all strong plants, \$2.50. For a 3 foot box, \$3.00. For a 4 foot box, \$4.00.

SPECIAL HANGING BASKET COLLECTION. D-1. One Dracaena or Fern, 4 Geraniums, 2 Vincas, 2 Asparagus Sprengeri, Moss, and wire basket for \$3.00 by express.

POTS OF ASSORTED PLANTS. Suitable for lawn or porch use. These pots are made up of Ferns, Geraniums, Vines, Petunias, Etc. Can be easily shipped by express, \$1.50, \$2.00, \$3.00, \$5.00.

WIRE BASKETS filled for porch or for grave use, \$1.50, \$2.00, \$3.00, \$5.00.



Bed of Castor Beans, Cannas, Pennisetum, Longistylum, S. A. Nutt Geranium and Mme. Sallerol Geranium, 10 Feet in Diameter.

This shows what can be done if plants are grouped correctly. Extended descriptions and prices will be found under their respective heads.

CENTER—Two Caster Beans.

FIRST ROW—36 inches in diameter, 6 Cannas, 18 inches apart.

SECOND ROW—66 inches in diameter, 18 Pennisetum, 11 inches apart.

THIRD ROW—96 inches in diameter, 24 Geraniums, all alike, 112 inches apart.

FOURTH ROW—104 inches in diameter, 40 Geraniums, M. Sallerol, or dwarf Petunias or Dusty Miller for border, 8 inches apart.

Price for Entire Bed, Small Size Plants—\$9.00; Larger size plants, \$13.50.

Larger beds, price on application. **In ordering state color of Geraniums wanted.**

BANCROFT'S BEAUTIFUL « « « FLOWERS » » »

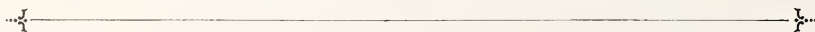


THE GERANIUM—THE MOST POPULAR OF ALL FLOWERS

A bed of Geraniums is ALWAYS SATISFACTORY if PLANTED IN FULL SUN
AND GIVEN A MODERATE AMOUNT OF WATER and not too rich soil.

Special

Twelve fine 4-inch Geraniums, any color you wish and two dozen Mad Salleri for
border—all strong plants for \$3.50 by express or two dozen of large, 4-inch Geraniums
with 3 dozen Mad Salleri for \$6.00.



JOSEPH BANCROFT & SON, Cedar Falls, Iowa